

Margaret Draper  
Attorney at Law  
POB 176  
Bayside, CA 95524

4-18-07

To: FCC

Re: Docket # 00-167

Dear Federal Communication Commissioners:

I am submitting these comments on behalf of myself and my family. With regard to the issue of children's programming, I can only say that my child is now 13 years old, and I have rarely allowed her to watch television at all. The situation is appalling.

1] Our family finds we can better control exposure to outrageous amounts of invasive advertising by means of using only videos, watching PBS programming, or rented video program material.

2] I have heard that television show producers employ focus groups to create cartoons that "please" advertisers. I have been given to understand that such programming is scientifically designed to cause children to demand advertised products from parents, and to behave in ways that promote purchases of products - ie: nagging, crying, begging, questioning parental authority. This is a disgrace and should be forbidden by the FCC.

3] Additionally, much of the behaviour modeled on cartoon shows, even without the junk food ads etc, was so objectionable that I did not allow my kid to watch tv - ie, Rugrats, for example.

There are of course some fine ones, but more attention needs to be paid to creating better children's programming.

4] Now that my child is 13, the excessive prevalence of Rap (with its misogyny, profanity, and promotion of "gangsta" values) is causing problems in our family, bringing radio into the picture as a problem with regard to media and family.

I am not racist in the least, and I am glad Mr. Imus was taken off the air. However, as objectionable as Mr. Imus' words about the basketball team were, I must point out that rap music is the source of such language for many

in the country - kids and grownups. To the extent that TV shows engender sexism, lawlessness, racism derived as “fashionable” from radio and music sources, it needs to be considered.

5] My mother in law has satellite TV. When we look for family shows between 7 and 10 (sitcoms or weekly dramatic presentations other than sports, animal shows, or other documentary stuff) we find NOTHING. Medicine Woman used to be something several generations could watch, but now we find nothing on - no matter how many channels!

6] The jumpy, cut up, jumbled nature of “trendy” new video design, along with the quick cuts in commercials, is, I believe, a contributing factor to the lack of concentration exhibited by viewers of this material - especially for those with growing brains. Their brains are developing short attention spans. It’s up to you to change this problem.

Sincerely,

Margaret Draper